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14 Jul 95

SUBJECT: Research Report Abstract

TO: AFIT/CIR (Maj Dietrich)

1. IAW AFITI 36-105, Civilian Institute Programs, paragraph 7.7, I am submitting the title page (amended to include the information required), the abstract and complete list of references including personal communication contacts (Atch 1) for my research report.
2. If you have any questions or require additional information, I can be contacted at COMM (713) 748-5462 or via e-mail at ST5FX@JETSON.UH.EDU.

*Kathleen E. Weatherspoon*

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**"Green" Initiatives in the Civilian Lodging Industry  
Adapted for Use by U.S. Air Force Lodging Operations**

A Professional Paper Presented to the  
Faculty of the Conrad N. Hilton College of  
Hotel and Restaurant Management  
University of Houston

In Partial Fulfillment  
of the Requirements for the Degree

Master of Hospitality Management

Kathleen E. Weatherspoon, Capt, USAF

1995

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"Green" Initiatives in the Civilian Lodging Industry Adapted for Use by U.S. Air Force Lodging Operations. August 1995. Kathleen E. Weatherspoon, B.A., Adrian College. Graduate Advisor: Dr. Agnes Lee DeFranco

### **Abstract**

The hospitality industry has never been considered a major proponent of environmental consciousness. For the lodging industry, the very nature of the services provided produce vast amounts of solid waste while using astronomical resources during day to day operations. However, an increasing awareness about the importance of environmental conservation has occurred on a global scale. Factors including increased legislation and changing consumer attitudes have prompted many in the lodging industry to pursue "environmentally friendly" practices. This study reviewed the literature concerning society's increasing environmental awareness, the concept of sustainable development, and the greening of the United States Air Force and the lodging industry. Recognized lodging green leaders were also personally contacted to gather pertinent information.

Air Force lodging operations are patterned after lodging industry standards. With the increasing emphasis on the environment across American society, including emphasis within the Air Force, it was determined a study of civilian lodging green initiatives could benefit Air Force lodging operations. The study focused specifically on the areas of energy conservation, solid waste minimization, and water conservation. From the information gathered, utilizing the knowledge and experiences of successful green lodging initiatives, the GO GREEN program was developed. GO GREEN is a set of guiding principles developed to ensure successful development, implementation and maintenance of new green initiatives or expansion of existing green programs. To accompany GO GREEN, a series of checklists adapting civilian lodging initiatives for use by Air Force lodging operations was created. These checklists function as a basic environmental audit to assess the environmental friendliness of Air Force lodging operations.

Style guide used: Publication Manual of the American Psychological Association (4th ed.). (1994).

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